

IN THE SPECIFICATION:

Please amend the paragraph [0017] in the manner as follows:

--[0017] As referred to herein, the term "cognitive load" indicates the mental load placed on a user in accordance with his/her[[b]] experience with a service. A user can mentally process information presented to him/her depending on the form of the information, the quantity of the information, and the rate of the information. When too much information, [[to]] too little information, and/or inappropriate information is presented to a user, the user's ability to understand and enjoy the information is hindered. If information is presented too slowly, too quickly, or in inappropriate forms, cognitive load can increase. So, for example, the switching may occur when the cognitive load is too high as may be the case when inappropriate or too many of the following are presented to the users: low contrast or garish colors, tiny fonts, missing fonts, foreign languages, bad English, strange vocabulary, overuse of animations, overuse of advertisements, confusing sounds, hard-to-follow page layouts, poor audio quality, poor video quality, high noise level, missing frames, broken links, and displeasing pop-up windows. --